

# Christi O Barker, CDMP

Creative Leader | Web Design | Web Engineer | Problem Solver

801-616-7305

Austin, TX area

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## EXPERIENCE

### Salient Systems, Austin — *Front End Web Developer*

AUGUST 2021 - PRESENT

Oversee the development and maintenance of the website, ensuring projects are delivered on time and to a high standard. Creating project plans, site maps, and user flows. Successfully launched support and corporate websites, as well as a portal. As the website manager, my responsibilities include:

- Manage multiple CMSs as well as multiple websites.
- Website editing, including the execution of copy updates to existing pages, edits to metadata, and uploading and replacing files.
- Create new pages that are in-template by cloning and inserting new copy, images, and cross-links. • Partner across the Marketing team on the development of engaging content that supports company strategy aligns with company brand voice/messaging, increasing engagement and inbound lead volume.
- Manage/own the development of website requirements that formalize all pertinent details needed to ensure success for projects.
- Manage the website production process, including requirements determination, communication of timelines, project pacing, QA, and launch.
- Prioritize the website backlog, ensuring projects are progressing appropriately, milestones are mutually understood, and timing adjustments are made when necessary.
- Determine which web projects are executed internally versus externally.
- Collaborate with cross-functional teams, including Marketing Operations, and Product Marketing, to ensure the timely delivery of website updates and enhancements.
- Primary contact for website updates, articulating requirements, expectations, and priorities.
- Ensure the website is functioning as designed and defects are remediated based on severity.
- Ensure the website is optimized for SEO and auditing its accessibility, speed, meta-data, and links. • Content creation including blogs, case studies, newsletters & web content
- HTML/CSS
- Web Design & Development/Digital Marketing

## SKILLS

Web Design · Web Development · User-centered Design · WordPress · WordPress Design · HTML · CSS · Google Docs · Google Ads · Google Analytics · Digital Marketing · Skilled Multi-tasker · Microsoft Office · Search Engine Optimization (SEO) · Interpersonal Skills · Online Advertising · SEMRush ·

## CERTIFICATIONS

**DMI PRO + AMA Certified Digital Marketing Certified |**  
Digital Marketing Institute

**Foundations of User Experience (UX) Design |**  
Google

**Full Stack Web Developer |**  
New York Coding + Design

## PORTFOLIO URLS

<https://christibarker.com/>

<https://oneheartwohands.com/>

<https://eroscreativedesigns.com/>

## **EROS Creative Designs, Hutto, TX — Web Design & Development Specialist**

Sept. 2017 - PRESENT

**Clients included:** ATX Pole, SOCO Women's Choir, ETT World, BioDataAI, Universal Tutor, LiveLoveRelax, Leap to Success, mixtape Marketing

Collaborative development on new and existing websites for corporate and portfolio companies, nonprofits, and private sector clients.

Skills utilized included:

- HTML & CSS
- Creating new site maps, layout and transferring content from the old sites
- Working closely with the client to develop the site
- Create user manuals and training specific to the client's needs
- Converting existing websites to WordPress
- Implemented enhanced security for websites
- Creating page templates for clients to continue to update their sites as needed

## **Career Learning, Austin, TX — Full Stack Engineer**

JUNE 2019 - AUG 2020

Maintained, update, create new layouts for over 25 company websites (HTML, CSS, WordPress, e-commerce). Managed all stages of Web site creations, from initial design and architecture to development, deployment, and management and support of websites.

- Conducted mission-critical code fixes throughout all layers of a large-scale web application including streaming video and interactive webinars.
- Trained and supervised multiple team members for ongoing reformatting/quality control projects.
- Mentored and guided new members for the eLearning division. Trained employees in the Sheshunoff division on how to update posts, testimonials, and other resources on their respective websites.
- Created detailed documentation including process flows and business objectives and functions.
- Co-Managed the conversion of 4 product verticals to a new webinar platform with a paywall (3dcart).
- Recently launched a new product vertical.
- Create, build, and update templates for the ON24 webinar platform.
- Create assets needed for the webinars (using Canva and other tools) including; title banners, image edits, custom slides, video storyboards, script, and custom webpages for company catalogs.
- Performed software enhancement and tested newly implemented processes
- Assisting in training coworkers on how to use the ON24 platform for our specific use case and training in our other tools.
- Use HTML & CSS to create templates in Marketo
- Interviewing potential new employees and part of the selection process

## **VOLUNTEERING**

**Web Developer**, Leap To Success - Project | Launchpad Job Club

**Event Volunteer** - John Slatin AccessU (Accessibility Conference) | Knowbility

**Event Volunteer** | Austin Angels

- Researched new vendors, negotiated contracts with existing vendors
- Assists management in the development of online support strategies, translating objectives into projects and executing with limited supervision
- The administrator of various accounts used by the company. Assisting with onboarding and offboarding employees.
- Work closely with various local and remote teams such as the project managers, customer support team, community, marketing, localization, quality assurance (QA) and cross regions' teams to ensure smooth web projects and operations

## **Knowbility, Austin, TX — *Community Program Manager***

JULY 2018 - JAN 2019

Usability study management, coordination, and recruiting participants for Access Works Program:

- Provide program delivery leadership
- Maintain and update the relational database for relevance and accuracy
- Build community with usability participants by designing and sending monthly newsletters, scheduling interviews, and interacting with participants for usability demos
- Ensure program goals and objectives are accomplished in accordance with established priorities for events:
  - Access U, Accessibility Conference
  - OpenAIR/AIR-U, Accessibility Hackathon
  - ATTAR, K-12 Accessibility Tools
- Update and modify company websites on a variety of platforms. Particular focus on accessibility.
- Version control (Git)
- Designed and create marketing collateral.
- Recognized for contribution at trade shows.

## **EDUCATION**

### **Southern New Hampshire University, New Hampshire, NH** — *Bachelor's, BS Marketing w/concentration in digital marketing*

JULY 2019 - JAN 2022

SEO/SEO, marketing projects, social media marketing, marketing research, google analytics. Consumer behavior, blogging, mobile marketing, creating marketing proposals, digital advertising

### **New York Code + Design Academy, Utah — *Full Stack Certification, Ruby on Rails***

SEPT 2017 - DEC 2017